

fourayes

way beyond fruit

FRUIT
FOCUS

winter
issue
2011-2012



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FIE report



The highlight of 2011 has been the Fourayes trip to Paris for Food Ingredients Europe. It was well planned, well timed and a fantastic success. Angie Scott takes much of the credit. She designed the stand and arranged for the mountains of croissants to feed the customers tasting jams and fillings and guess what? The Belgians LOVED the Bramley apple taste and Europe officially fell for Banoffee.

"The Bramley apple is something they can't get in Europe", says David Hall, Fourayes' Marketing Consultant. "The Belgians in particular were very excited about the tart taste of the Bramley for fillings and jams and we look forward to working with many new customers in Europe in 2012."

"The trip went very smoothly and we have masses of follow up work to do now", says Andy Stokes, Business Development Manager. "We have lots of ideas for developing new products and I'm really pleased all the hard work preparing for the trip over the past few months has paid off."



Diane McKenzie and Jenny Tunbridge supplied the enticing samples which proved so popular and special thanks too go to Ian Witherden who lent the team the van to drive there and back with all their gear.

The FIE team consisted of Angie Scott, David Hall, Peter Cotterill, Phil Acock, Diane Wilson, and Andy Stokes.

Phil's plans for 2012

2012 is set to be an exciting year at Fourayes. Not only do we have the London Olympics on our doorstep, but we officially start our strategy to double our turnover over the next five years. That means considerable growth and it will require commitment and enterprise from all our staff as well as trust from our customers. What I can tell you is that Fourayes is ready.

So what is the secret to growing a company in a recession? First, it's essential to have a skilled and dedicated workforce and Fourayes has that. Second, we need innovation and development and Fourayes Food Development has delivered some amazing products over the past year. Victoria plum aseptic puree, banoffee, and all varieties of fruit jams designed specifically to suit our customers' needs. And the third thing is customers.



We have some of the best food manufacturers and retailers in the world as our customers and it's their trust and commitment that has helped us develop into the company we are today.

So I'm looking forward to 2012. We will continue to find new markets in Europe and continue to find new products for all our customers. I also wish team GB good luck in the forthcoming Olympics. *I'm with you all the way.*

Investing in young local people



Fourayes is the largest fruit processor in the UK and we are continually improving and updating our products. We support Hadlow College's plans for an apprenticeship scheme as one of the best ways of maintaining high standards in the fruit industry. Kent is the Garden of England and it's important to recognise that the best fruit in the country is grown here and is processed locally. Fourayes has stayed ahead in the market over the past 60 years through innovation and invention. We hope the new generation of apprentices from Hadlow will prove creative and inspiring and move the fruit industry forward.

Fourayes Managing Director, Phil Acock, said "Fourayes is investing heavily in innovation and is planning to double turnover in the next five years by reaching new markets throughout Europe. It's a competitive marketplace and apprenticeship schemes like the one at Hadlow are the best way of making sure Fruit Growers in Britain stay ahead of the game. "

The UK's first aseptic processor

When Fourayes invested £300,000 in the UK's first aseptic processor the idea was to use it first for apples and strawberries. Then came a BBC news report highlighting the plight of a Kent farmer who had 30 tonnes of plums going to waste. Within days Fourayes had turned the plums into the first batch of Victoria plum puree, which is much sweeter than puree made from European plums. Now the aseptic process is being used for banoffee puree and organic baby food. What will the Fourayes Food Development team think of next?



A brand new look online

You may have noticed Fourayes has a new website www.fourayes.com. It's been designed to give you much more information on our ever expanding product range, more on the faces behind Fourayes as well as up to the minute news and industry insights.

Sign up to
our enews for
regular email
updates.



Awards review - Processor of the Year & MegaGrowth



2011 was a great year for awards and recognition, both for our fruit processing and our standing as a Kent business. In the summer we won the prestigious Re:refresh Processor of the Year award, which was a real boost. Later in the year we were amongst the top 10 fastest growing companies in Kent over a ten year period, and our finance director, Rita King, picked up our MegaGrowth award.





Orchard
report
2011 from Ian



Hello and welcome. At the time of writing we are between two storm systems giving gale force winds and heavy rain, 20mm fell from the first but no tree damage occurred. Fingers crossed for the second! It is getting colder after an unusually warm autumn.

Our harvest was well up on last year, coming in at 1,321 tonnes of processing Bramley. We were fortunate indeed after having a very dry spring but the rain

came just in time to fill out our Bramleys. We had a mostly dry harvest period and the crop came in at about 750 bins above our crop estimates.

We will be planting two new Bramley orchards this winter, some 1,500 trees. These will be more conventional orchards planting 6ft by 12ft with stakes, not wire work as before. The reason for this is the rows will run east – west in direction, instead of the north – south that is preferred for wire work.

We have just completed our soil samples from the orchards and with our fruitlet, leaf and apple samples we will be able to determine how much fertilizer will be needed for the coming season.

Pruning is well under way again. We started a little earlier in case the weather turns bad.

I have been watching a covey of English partridges around the farm since August, they still number around twenty and they are English. In decline in some areas but not here! The Field Fares have arrived; they will mop up any fruit on the ground. The Woodcock are here again and hares can be seen around the orchards. After dark our badgers can be seen in the orchards and numbers have risen steadily since the 1980s.

*Best wishes and a healthy and prosperous 2012 to you all,
from Ian and all at Fourayes Farm.*

